



Hsin-Yu Yang

Product / UX Designer

<https://annieyanghy.com> • hsinyuy@umich.edu • (734) 881-5692

Skills

Programming

React Native/React, JavaScript, jQuery, HTML, CSS, Altair, A-Frame, Python, Firebase SDK

Design

AR/VR prototyping, App & Web Design, Data Visualizing, Hi-fi & low-fi prototyping, Interaction Design, Graphic Design, Animation, Wireframing, Illustration

Psychological framework

Behavioral economics, Goal setting, Priming, Framing, Habit forming

Tools

Principle, Figma, Sketch, Adobe XD, Marvel, InVision, Abstract, Adobe Creative Cloud, Unity, Procreate

Research

User Interview, UX Expert Review, User Journey, Affinity Map, Empathy Map, Service Blueprint, Diary Studies, Usability Testing, Storyboarding, User Enactment

Certificates

Enterprise Design Thinking Co-Creator & Practitioner

IBM | 2020 & 2021

Enterprise Design Thinking Team Essentials for AI

IBM | 2021

Education

MS Information - HCI/UX

University of Michigan

Sep. 2019 - Apr. 2021 | Ann Arbor, USA

BA Foreign Languages and Literatures

National Taiwan University

Sep. 2010 - Jun. 2015 | Taipei, Taiwan

1 year Exchange program - German University of Erlangen-Nürnberg

Work Experience

Product Design Intern for Duo Security

Cisco Systems | May - Aug. 2020 | Ann Arbor, USA

- Worked on the Single-Sign-On (SSO) team to elevate Duo Security's value of ease-of-use. Created a customer-facing interactive prototype for Duo.com that's published to 500,000+ monthly users, elevating users' SSO onboarding experience. Worked with Product Management and Marketing teams, conducted 5 internal user/expert interviews and smoothly steered 4 stakeholder meetings to inform progress.
- Researched Microsoft Office 365 integration by studying extensive technical documentation with SSO developers and PM, consolidated 7 findings from the competitive analysis. Proposed research-based design concepts for the dashboard to SSO team.

UX Designer

MoBagel | Jan. - Jul. 2019 | Taipei, Taiwan

- Redesigned Decanter AI, an AI-based SaaS dashboard used by Chunghwa Telecom, the top in the industry in Taiwan, ultimately improving the speed at which data analysts built models by 30%. Led 4 user testings and prioritized fix list, maintained design handoffs to communicate effectively with developers and PMs on Agile Scrum.

Product Operation Intern

Cardinal Blue Software | May - Dec. 2018 | Taipei, Taiwan

- App DecAR: Conducted 8 users interviews/testings and designed an experimental version of an AR app to be released to the App Store to explore a novel technology and market for the company.
- eCommerce web: created a fake door testing with daily 8,000 impressions to explore a new market in the stationery subscription, and eventually built an eCommerce website for early market validation.

Co-starter / Service Design

Plants Eatery | Sep. 2015 - Jun. 2017 | Taipei, Taiwan

- Collaboratively designed the service experience for sustainable dining and co-started the business. Managed the first branch & established the workflow.

Projects

Solo Mobile Developer & Designer

Designer Cafe | Nov. - Dec. 2020 | Ann Arbor, USA

- Created and developed a React Native app based on my design and research. Developed the app within 3 weeks, including 15 Must-have and 5 Should-have features to empower users to connect to design mentors and easily share portfolio for feedback.

Rotational Product Owner, Designer

Chadsey Condon Community | Jan. 2021 - Present | Detroit, USA

- Digitalizing Chadsey's service in a team of 5 with Agile Scrum to strengthen the community connection during COVID. Led the wireframing and filtering features on the site.